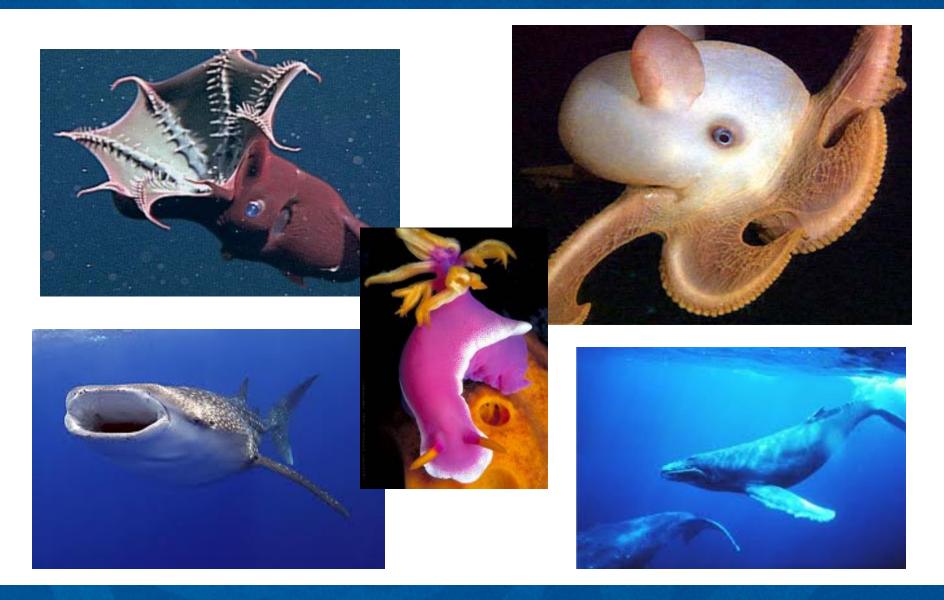


# **Conserving Marine Biodiversity**

Inspiring Action for Ocean Conservation



# **Marine Biodiversity**





## **New Technologies for Exploration**

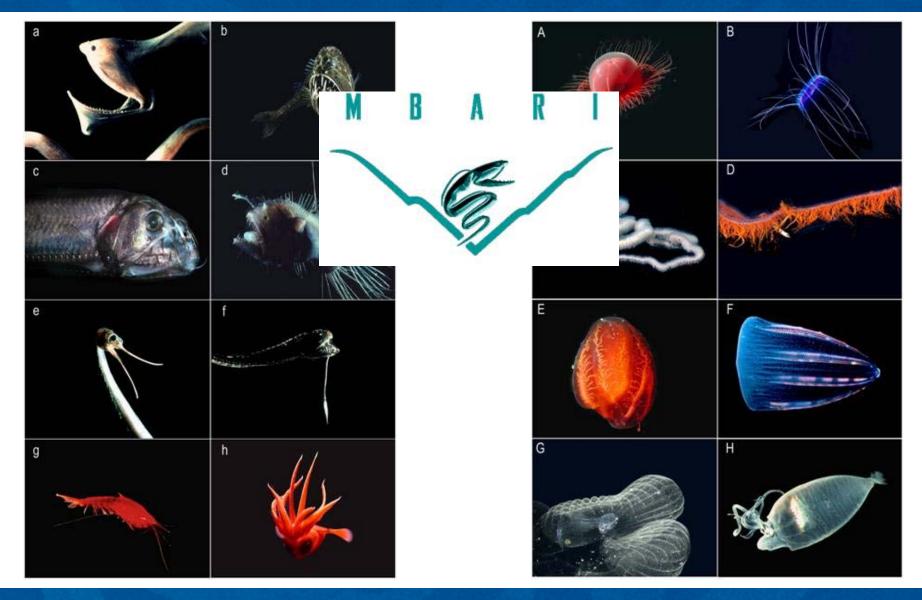








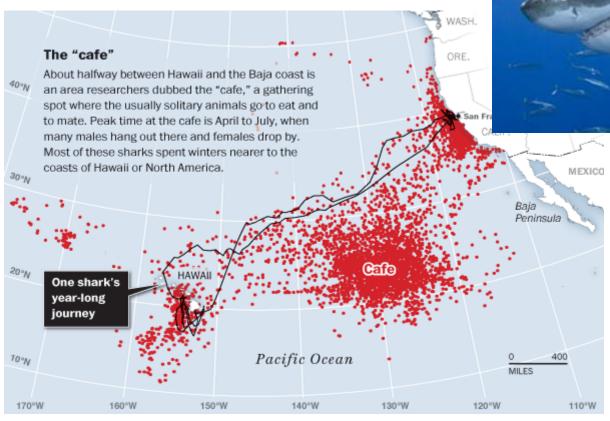
# **Marine Biodiversity**





### **Great White Shark**







### **Marine Biodiversity**



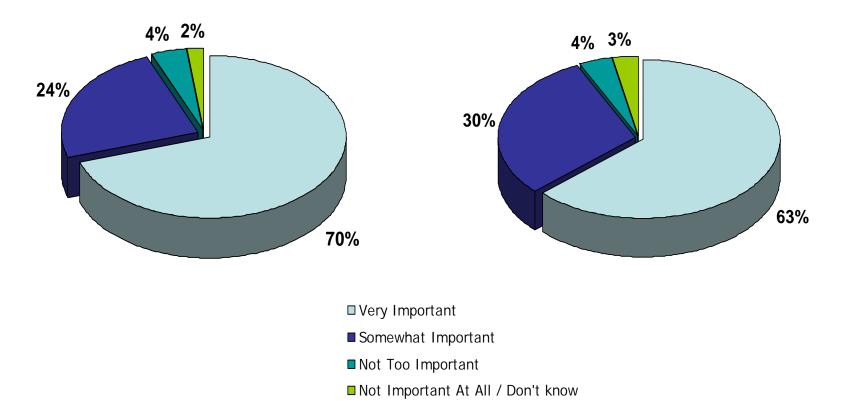
- 70 percent of Earth's surface
- 90 percent of Earth's biosphere
- ~250,000 described species
- 15 percent of known species
- Oceans more diverse than land?



### Ocean & Coast: Important to Californians

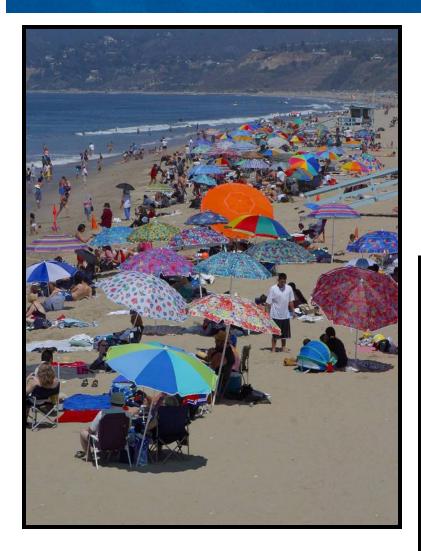
How important is the condition of the ocean and beaches to the quality of life in California?

How important is the condition of the ocean and beaches to the economy in California?





## California's Ocean Economy: \$46 Billion/Year

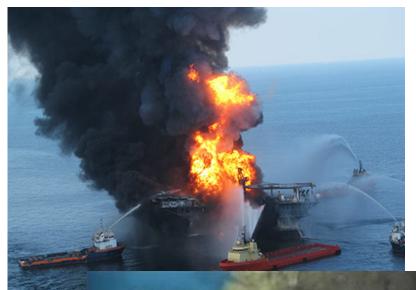








# Oil Spills: The Biggest Threat?













### **Threats to Our Ocean and Coast**



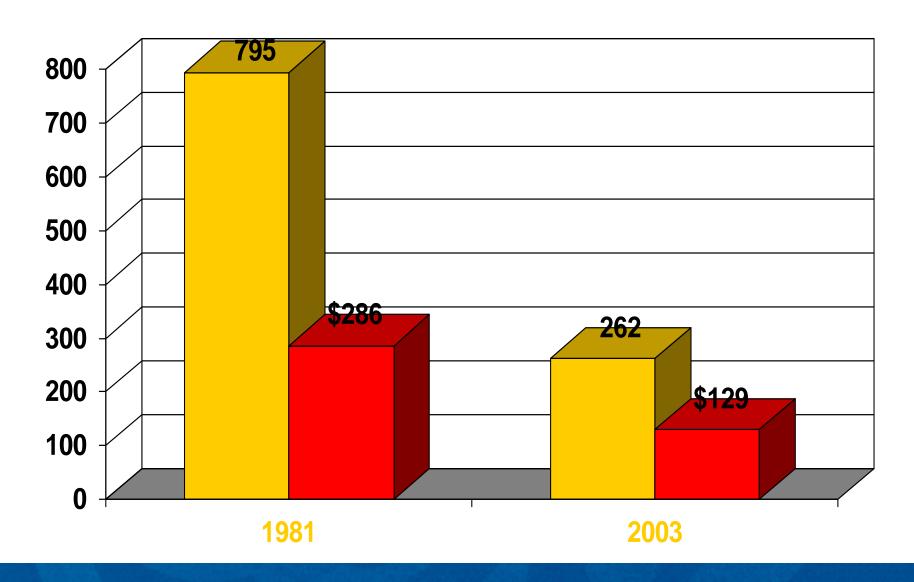








### California's Commercial Fish Landings 1981-2003

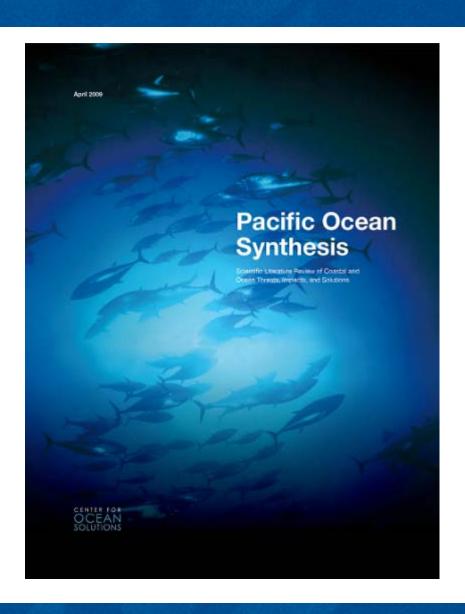




### **Pacific Ocean Synthesis**

# Main Threats to the Pacific:

- Poor Governance
- Habitat Destruction
- Overfishing
- Pollution
- Climate Change





### **Evolution:** Center for the Future of the Oceans

1984



1996



2004





The mission of the Center for the Future of the Oceans is to inspire action for conservation of the oceans.

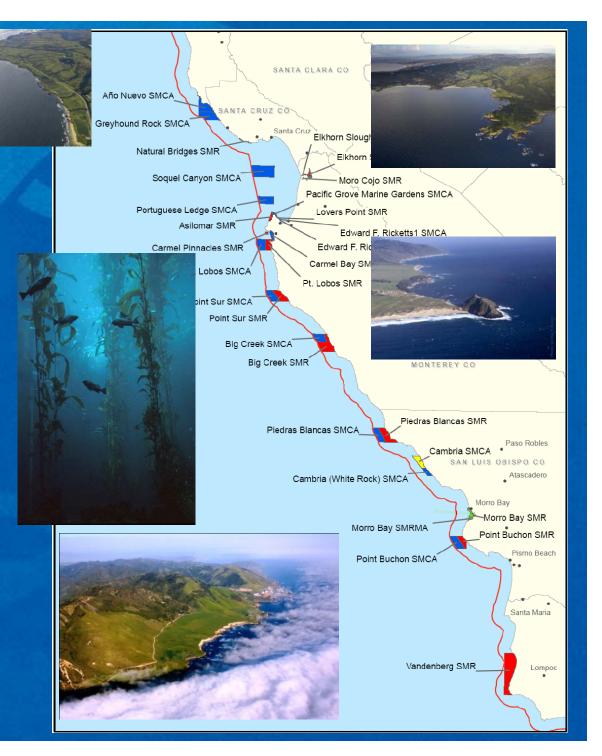


### **Our Five Strategic Goals**

- 1. Create Marine Protected Areas
- 2. Improve Ocean Governance
- 3. Promote Sustainable Seafood
- 4. Conserve Key Marine Wildlife
- 5. Include Oceans in Climate Policy

2007-2011

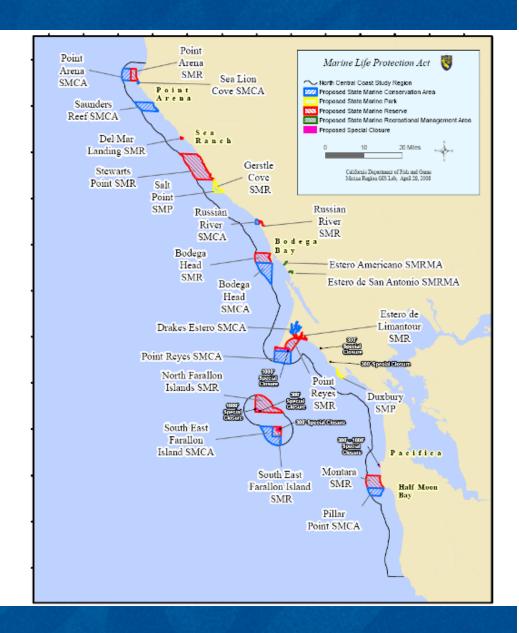
California
Creates
Largest
U.S. Marine
Reserve
Network





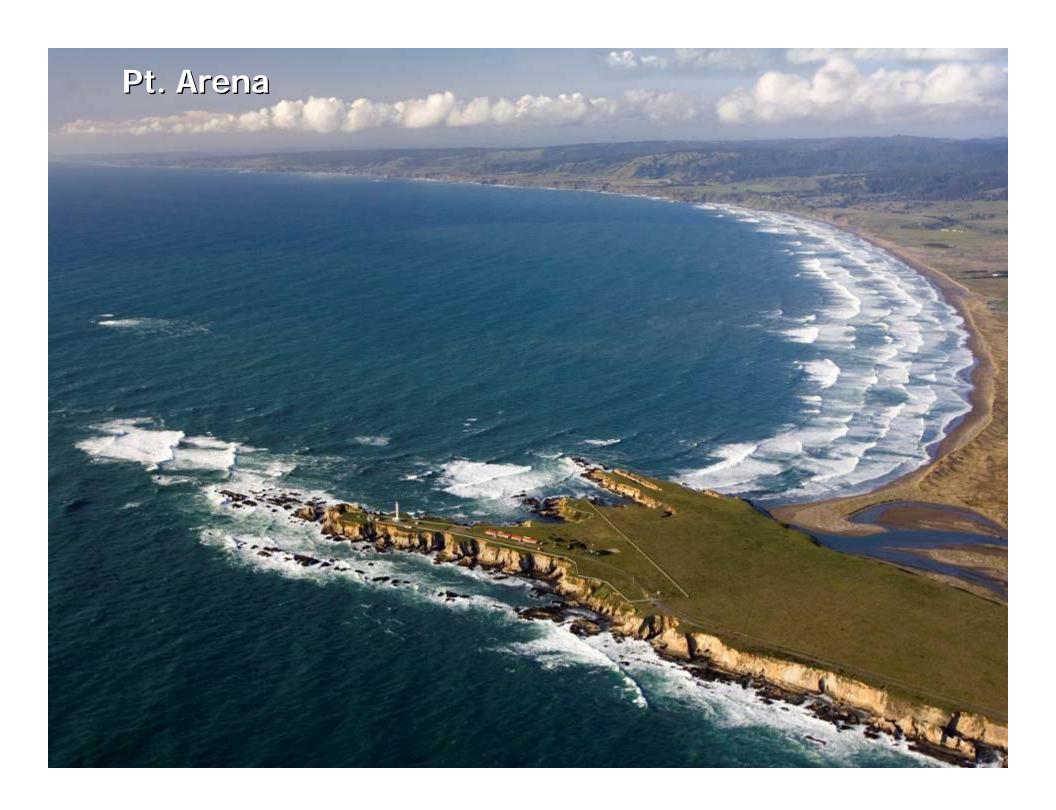
### **North Central Coast**

- October 2009
   Decision
- Sonoma & Mendocino Coasts
- 24 MPAs; 152 sq. miles
- Covers 20 percent of coastal ocean

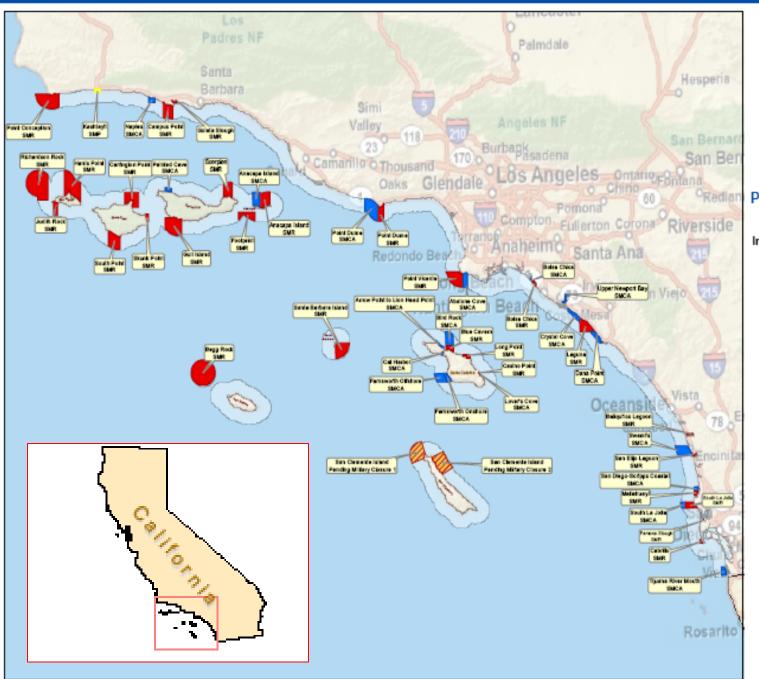








### **MLPA South Coast Study Region:**





### California Marine Life Protection Act (MLPA) Initiative

### MLPA South Coast Integrated Preferred Alternative (IPA MPA Proposal

# Legend Pending Military Closure Proposed State Marine Conservation Area (SMCA) Proposed State Marine Park (SMP) Proposed State Marine Reserve (SMR) South Coast Study Region Boundary

This marine protected area (MPA) proposal was unanimously adopted on November 10, 2009 by the MLPA Blue Ribbon Task Force (BRTF) as the MLPA South Coast Integrated Preferred Alternative (IPA) MPA Proposal to be recommended to the California Fish and Game Commission (CFGC).

The IPA integrates elements from three MPA proposals developed by the MLPA South Coast Regional Stakeholder Group (SCSRG); SCRSG MPA proposals 1, 2 and 3 will also be forwarded to the CFG for consideration. Further information about each MPA proposal is available on the MLPA website and in MarineMap.

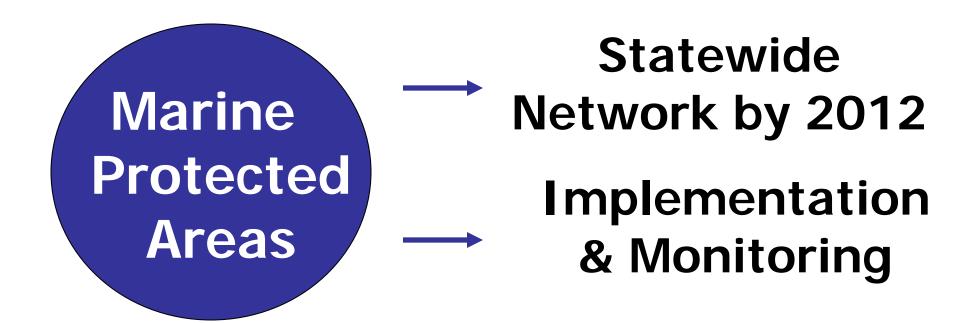


For more detailed maps please visit: www.marinemap.org/marinemap





### **Our Strategic Goals**

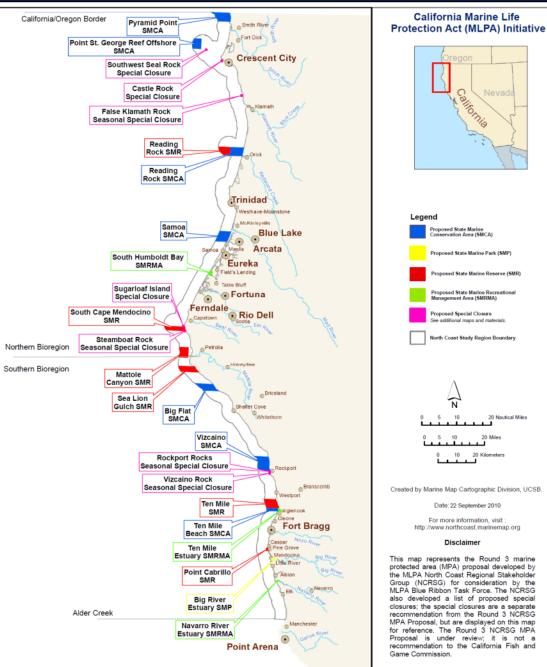


### 2011-2012

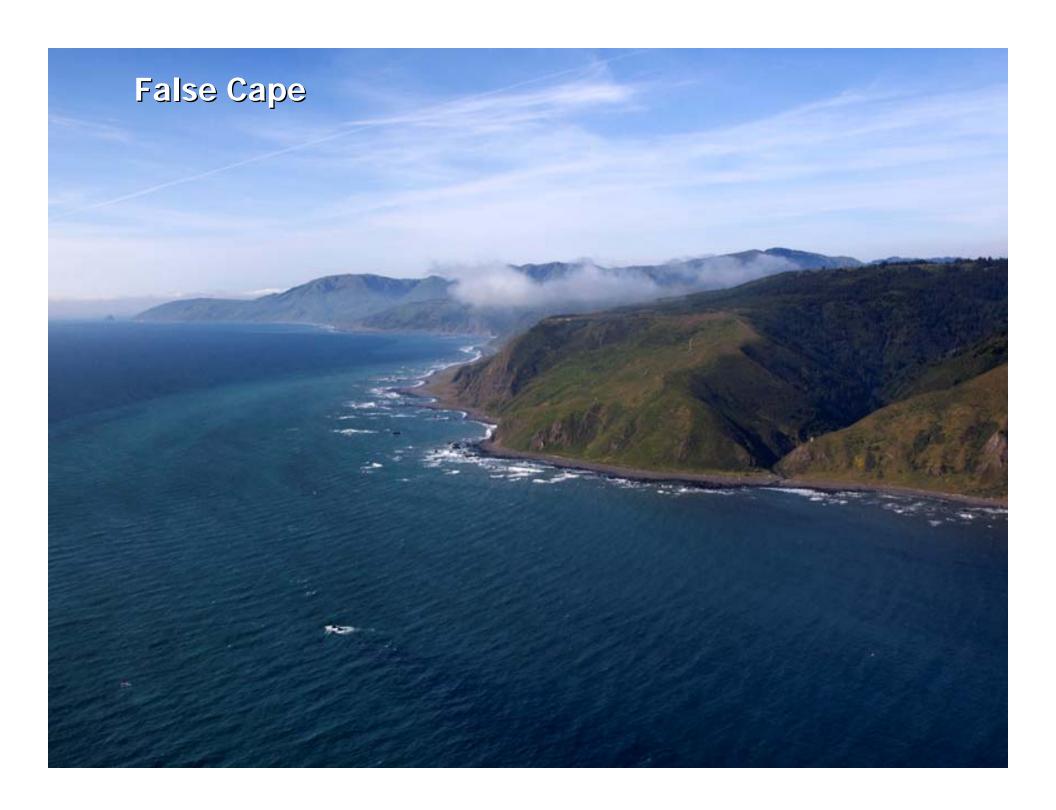
# North Coast Presents Special Challenges

### MLPA North Coast Study Region

Round 3 MLPA North Coast Regional Stakeholder Group MPA Proposal:



**Overview Map** 





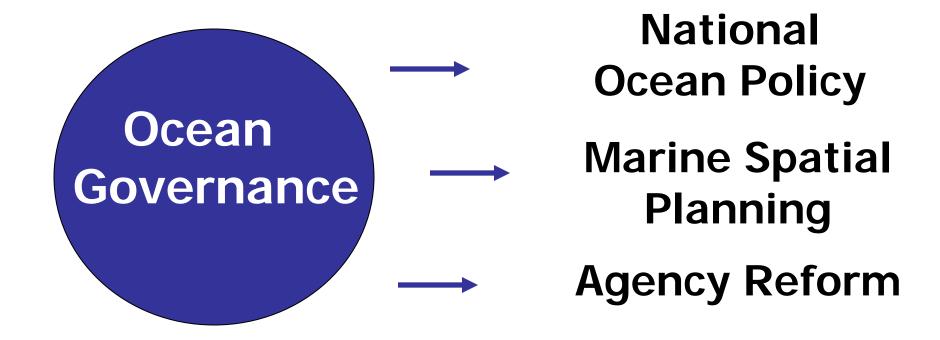
### **Next Steps: Implementation & Monitoring**







### **Our Strategic Goals**





### West Coast Governors' Agreement



CHRISTINE GREGOIRE Washington



THEODORE R. KULONGOSKI Oregon



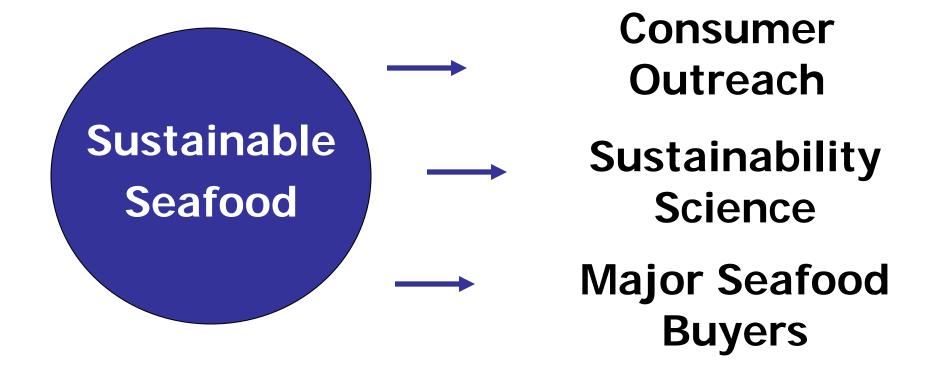
ARNOLD A. SCHWARZENEGGER California

West Coast Governors' Agreement on Ocean Health September 18, 2006





### **Our Strategic Goals**





### **Seafood Watch Cards Highlight Range of Choices**

### **BEST CHOICES**

Arctic Char (farmed) Barramundi (US farmed) Catfish (US farmed)

Clams (farmed)

Cod: Pacific (Alaska longline) +

Crab: Dungeness, Stone Halibut: Pacific +

Herring: Atlantic/Sardines

Lobster: Spiny (US) Mussels (farmed) Oysters (farmed)

Pollock (Alaska wild)+

Salmon (Alaska wild)+

Scallops: Bay (farmed)

Striped Bass (farmed or wild\*)

Sturgeon, Caviar (farmed)

Tilapia (US farmed)

Trout: Rainbow (farmed)

Tuna: Albacore (US+, British Columbia

troll/pole)

Tuna: Skipjack (troll/pole)

### **GOOD ALTERNATIVES**

Basa, Swai (farmed)

Clams (wild)

Cod: Pacific (trawled)

Crab: Blue\*, King (US), Snow

Crab: Imitation/Surimi

Flounders, Soles (Pacific)

Lobster: American/Maine

Mahi mahi/Dolphinfish (US)

Oysters (wild)\*

Scallops: Sea (Northeast and Canada)

Shrimp (US farmed or wild)

Squid

Swordfish (US longline)\*

Tuna: Bigeye, Yellowfin (troll/pole)

Tuna: canned light, canned

white/Albacore\*

#### AVOID

Chilean Seabass/Toothfish\*
Cod: Atlantic

Cook King (in no

Crab: King (imported)
Flounders, Soles (Atlantic)

Groupers\*

Halibut: Atlantic

Lobster: Spiny (Caribbean imp Mahi mahi/Dolphinfish (impor

Monkfish

Orange Roughy\*

Rockfish (Pacific)

Salmon (farmed, including Atl Scallops: Sea (Mid-Atlantic)

Sharks\*

Shrimp (imported farmed or v

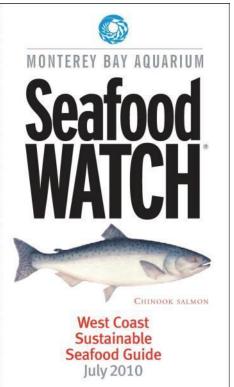
Snapper: Red

Sturgeon\*, Caviar (imported wild)

Swordfish (imported)\*

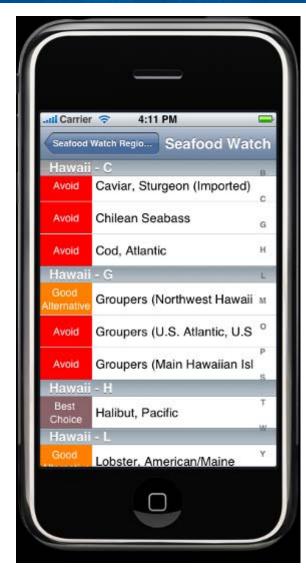
Tuna: Albacore, Bigeye, Yellowfin

(longline)\*
Tuna: Bluefin\*





### 2009: Seafood Watch for the iPhone

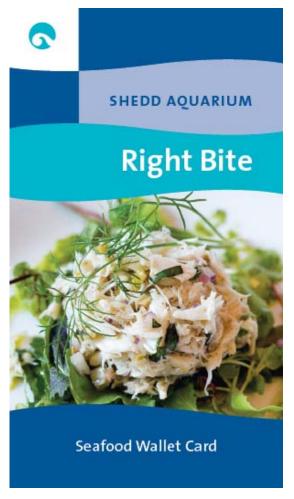




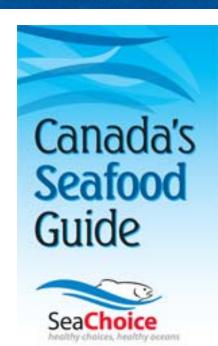




### **Changing Partnerships with Colleagues**









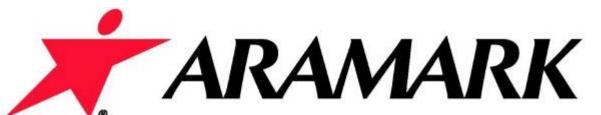






### **Our Four Major Seafood Buyer Partners**



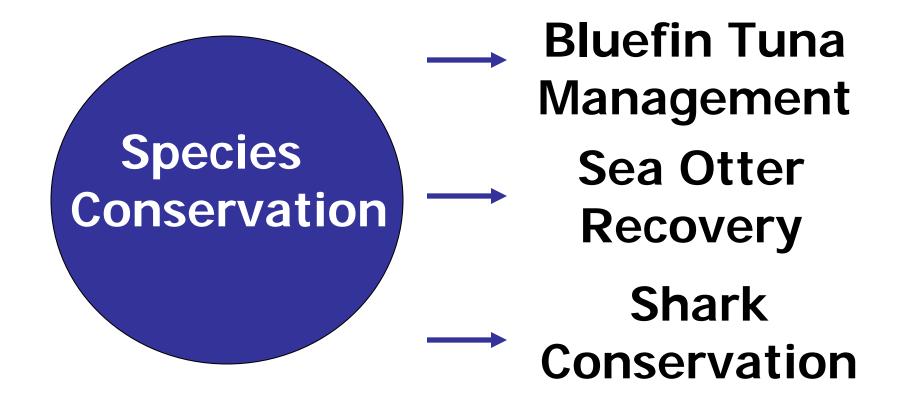




BON APPÉTIT MANAGEMENT COMPANY



### **Our Strategic Goals**





### **Species Conservation**

# **Conservation Research Program**

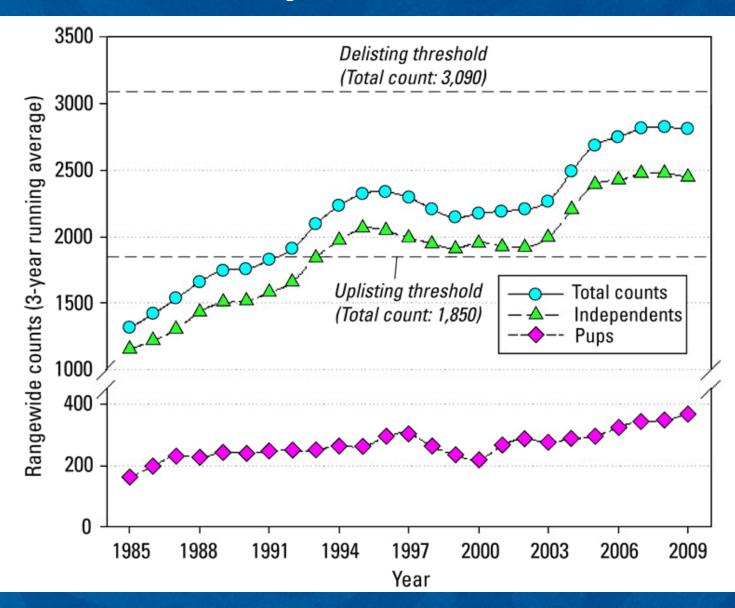




# Center for the Future of the Oceans



### **Sea Otter Recovery**





### **Eliminating the No-Otter Zone**

